

### **AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A method, implemented on at least one network device, for placing predetermined content in a result from a sponsored search, comprising:

providing at least a budget for placing [[a]] at least one bid on a keyword, wherein the at least one bid is associated with the predetermined content, and wherein the predetermined content that corresponds to the keyword;

selecting at least one predetermined method for placing the at least one bid for the keyword in the result from the sponsored search, wherein the at least one selected method is enabled to optimize ~~optimizes~~ a plurality of separate bids [[and]] for corresponding keywords, and wherein the optimization is based on an estimated number of clicks on content in [[a]] the result from [[a]] the sponsored search, and wherein the provided budget is available for use with the at least one selected method;

automatically placing [[of]] the at least one bid for the keyword based on the at least one selected method and the provided budget, wherein the at least one selected method optimizes the plurality of separate bids, and wherein the optimized plurality of separate bids includes the at least one bid; and

displaying the predetermined content that is associated with the at least one placed bid, wherein the at least one placed bid is the at least one bid for the keyword, and wherein the at least one placed bid is ~~the~~ at least one bid whose value is employed to acquire placement of the predetermined content in the result from the sponsored search.

2. (Original) The method of Claim 1, wherein acquiring of the placement of the predetermined content further comprises ranking of the predetermined content based in part on the value of each bid.

3. (Currently Amended) The method of Claim 1, wherein placing the at least one bid further comprises at least one of placing a bid to acquire the placement of predetermined content in at least one of a lower position in the result of the sponsored search, and placing a bid to

acquire the placement of predetermined content in at least one of a first three positions in the result of the sponsored search.

4. (Currently Amended) The method of Claim 1, wherein the at least one selected method includes optimization of the plurality of separate bids based on a cost per acquisition (CPA) method, comprising at least one of minimum cost for maximum acquisitions, shortest time for maximum acquisitions, time interval budget, and custom.

5. (Original) The method of Claim 4, wherein the custom method further comprises a shortest time for maximum acquisitions within a time interval budget.

6. (Currently Amended) The method of Claim 1, wherein the at least one selected method is configured to enable an unused portion of the budget for a time interval to be included in another time interval.

7. (Original) The method of Claim 1, wherein the keyword further comprises at least one of a provided keyword, and a generated keyword that is related to the provided keyword.

8. (Currently Amended) The method of Claim 1, further comprising providing information that is employed by the at least one selected method to place the at least one bid, wherein the provided information further includes at least one of a total number of acquisitions for a time interval, time interval, position in ranked list of sponsored search result, fixed number of acquisitions for a time interval, start time, stop time, clicks per time interval, sub-budget for a time interval, and relevant keywords.

9. (Currently Amended) The method of Claim 8, wherein providing the time interval information further comprises providing information of a time zone for placing the at least one bid on the keyword for acquiring placement of the predetermined content in the result of the sponsored search.

10. (Currently Amended)The method of Claim 1, further comprising providing a profile that is employed to provide at least one of the keyword, the budget, and selection of the at least one method for bidding on the keyword.

11. (Original) The method of Claim 1, further comprising  
determining multiple versions of predetermined content that corresponds to the keyword;

alternating between each version of predetermined content placed in the result for the sponsored search;

determining a number of clicks associated with each of the multiple versions of predetermined content; and

selecting a version of predetermined content that is associated with a maximum number of clicks, wherein the selected version of predetermined content is employed for a subsequent result in the sponsored search.

12. (Original) The method of Claim 11, wherein each version of predetermined content further comprises a weighting factor that is configured to enable a version of predetermined content with a most number of clicks to be employed in the subsequent result in the sponsored search.

13. (Currently Amended)A method for managing an advertising campaign for a sponsored search, comprising:

providing at least one keyword, advertising text, and a ~~total-desired~~ number of total clicks over a period of time ~~to be bid on~~ for each provided keyword of the at least one keyword, wherein ~~[[each]]~~ at least one bid for each provided keyword of the at least one keyword is employed by the sponsored search to rank placement of advertising text at a position on a displayed list that is generated by the sponsored search in response to a request for the at least one provided keyword, wherein the ~~total-desired~~ number of total clicks is associated with a number of clicks on an advertising text in the displayed list;

providing a budget for automatically generating the at least one bid for each provided keyword of the at least one keyword over the period of time, wherein [[each]] at least one bid for each provided keyword is dependent on at least the provided budget and the desired total-number of total clicks to be bid on for the at least one provided keyword;

selecting [[a]] at least one method for placing each at least one bid for each provided keyword of the at least one keyword over the period of time, wherein the at least one selected method is enabled to optimize ~~optimizes~~ a plurality of separate bids for each provided keyword, and wherein the optimization is based on the provided budget and an estimated number of clicks on content in [[a]] the result from [[a]] the sponsored search; and

in response to a request for at least one provided keyword of the at least one keyword, employing the at least one selected method to automatically generate [[a]] the at least one bid for the at least one requested keyword for placement of the provided advertising text on the displayed list, wherein employing the at least one selected method optimizes the plurality of separate bids, the plurality of separate bids including the at least one generated bid.

14. (Original) The method of claim 13, wherein the placement of the provided advertising text on the displayed list further comprises acquiring placement of the advertising text in at least one of a first three positions on the displayed list, and acquiring placement of the advertising text in a lower position on the ranked list.

15. (Currently Amended) The method of claim 13, wherein automatically generating the at least one bid for each provided keyword of the at least one keyword further comprises selecting [[a]] at least one method for placing each bid, the a least one selected method based in part on at least one cost per acquisition (CPA) method of optimization of bids based on a minimum cost for maximum acquisitions, shortest time for maximum acquisitions, time interval budget, or [[and]] custom.

16. (Previously presented) The method of Claim 13, wherein the at least one provided keyword further comprises at least one generated keyword that is related to at least one other provided keyword of the at least one provided keyword.

17. (Currently Amended) A server for placing advertiser data in a result from a sponsored search, comprising:

a memory for storing logical instructions;

a transceiver for communicating over a network, including receiving advertiser data;  
and

a processor for executing the logical instructions stored in the memory, ~~the execution of the logical instructions, when executed,~~ causing actions to be performed, including:

receiving at least a budget to be provided for placing ~~[[a]]~~ at least one bid on a keyword, wherein the at least one bid is associated with advertiser data that corresponds to the keyword;

receiving a selection of at least one method for placing ~~the~~ at least one bid for the keyword in the result from the sponsored search, wherein the at least one selected method is enabled to optimize ~~optimizes~~ a plurality of separate bids ~~for~~ for [[and]] corresponding keywords, and wherein the optimization is based on an estimated number of clicks on data in ~~[[a]]~~ the result from ~~[[a]]~~ the sponsored search;

automatically determining an automatic placement of the ~~the~~ at least one bid for the keyword based on the at least one selected method and the received budget, wherein the at least one selected method optimizes the plurality of separate bids including the at least one bid; and.

displaying advertiser data that is associated with at least one bid for the keyword and whose value is employed to acquire placement of the advertiser data in the result from the sponsored search.

18. (Original) The server of Claim 17, wherein the advertiser data further comprises at least one of a number of acquisitions, time interval, position in a ranked list of sponsored search result, advertising copy, headlines, and a Uniform Resource Locator (URL).

19. (Original) The server of Claim 17, wherein the advertiser data further comprises multiple versions of advertising copy associated with the keyword.

20. (Currently Amended) The server of Claim 17, wherein the at least one selected method includes optimization of the plurality of separate bids based on a cost per acquisition (CPA) method, comprising at least one of minimum cost for maximum acquisitions, shortest time for maximum acquisitions, time interval budget, and custom.

21. (Original) The server of Claim 17, further comprising an interface application configured to receive the advertiser data.

22. (Original) The server of Claim 21, wherein the interface application further comprises a graphical interface displayable at a client, the graphical interface further comprises:  
an entry box configured to receive at least one of the budget, desired number of clicks, time zone, start time, stop time, number of clicks per day, position, relevant keywords, advertising headline, advertising copy, and a URL; and

a control means for enabling at least one of a generation of additional keywords, an optimization of the received advertiser data, and the determination of the method.

23. (Currently Amended) A computer readable storage medium including computer-executable instructions stored thereon, which when executed by at least one processor, causes the processor to perform one or more actions for placing predetermined content in a result from a sponsored search, comprising:

enabling at least a budget to be provided for placing [[a]] at least one bid on a keyword, wherein the at least one bid is associated with the predetermined content, and wherein the predetermined content ~~that~~ corresponds to the keyword;

enabling a selection of at least one method for placing the at least one bid for the keyword in the result from the sponsored search, wherein the at least one selected method is enabled to optimize ~~optimizes~~ a plurality of separate bids [[and]] ~~for~~ corresponding keywords,

and wherein the optimization is based on an estimated number of clicks on content in [[a]] the result from [[a]] the sponsored search;

enabling an automatic placement of at least one bid for the keyword based on the at least one selected method and the provided budget, wherein the at least one selected method optimizes the plurality of separate bids, and wherein the optimized plurality of separate bids includes the at least one bid; and

enabling a display of predetermined content that is associated with the at least one bid for the keyword and whose value is employed to acquire placement of the predetermined content in the result from the sponsored search.

24. (Previously presented) The computer readable storage medium of claim 23, wherein acquiring of the placement of the predetermined content further comprises ranking of the predetermined content by the value of each bid.

25. (Previously presented) The computer readable storage medium of Claim 23, wherein placing at least one bid further comprises at least one of placing a bid to acquire placement of predetermined content in at least one of a lower position in the result of the sponsored search, and placing a bid to acquire the placement of predetermined data in at least one of a first three positions in the result of the sponsored search.

26. (Currently Amended)The computer readable storage medium of Claim 23, wherein the at least one selected method further comprises optimization of the plurality of separate bids based on at least one cost per acquisition (CPA) method of minimum cost for maximum acquisitions, shortest time for maximum acquisitions, time interval budget, and custom.

27. (Previously presented) The computer readable storage medium of Claim 26, wherein the custom method further comprises shortest time for maximum acquisitions within a time interval budget.

28. (Previously presented) The computer readable storage medium of Claim 23, wherein the keyword further comprises at least one of a provided keyword, and a generated keyword that is relevant to the provided keyword.

29. (Previously presented) The computer readable storage medium of Claim 23, further comprising providing a profile that is employed to provide at least one of the keyword, the budget, and selection of the method for bidding on the keyword.

30. (Currently Amended) An apparatus for placing predetermined content in a result from a sponsored search, comprising:

a means for enabling at least a budget to be provided for placing [[a]] at least one bid on a keyword, wherein the at least one bid is associated with predetermined content that corresponds to the keyword;

a means for selecting of at least one method for placing the at least one bid for the keyword in the result from the sponsored search, wherein the at least one selected method is enabled to optimize ~~optimizes~~ a plurality of separate bids [[and]] for corresponding keywords, and wherein the optimization is based on a [[an]] number of clicks on content in [[a]] the result from [[a]] the sponsored search;

a means for enabling an automatic placement of the at least one bid for the keyword based on the at least one selected method, the budget, and a provided time interval, wherein the at least one selected method optimizes the plurality of separate bids, and wherein the optimized plurality of separate bids includes the at least one bid; and

a means for enabling a display of the predetermined content that is associated with the at least one bid for the keyword and whose value is employed to acquire placement of the predetermined content in the result from the sponsored search.